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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/693,280	10/23/2003	David Czeck	ESP0293	4139
29586	7590	08/24/2007	EXAMINER	
FSP LLC			NGUYEN BA, HOANG VU A	
P.O. BOX 890			ART UNIT	PAPER NUMBER
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)
	10/693,280	CZECK, DAVID
	Examiner Hoang-Vu A. Nguyen-Ba	Art Unit 2623

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 23 October 2003.
 2a) This action is FINAL. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-27 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 1-27 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on 23 October 2003 is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____ | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. This action is responsive to the application filed October 23, 2003.
2. Claims 1-27 have been examined. Claims 1, 12, 23 and 27 are independent claims.

Priority

3. The priority date considered for this application is October 23, 2003.

Oath/Declaration

4. The Office acknowledges receipt of a properly signed oath/declaration filed Oct 23, 2003.

Information Disclosure Statement

5. The Office notes that the Utility Patent Application Transmittal shows an Information Disclosure Statement was filed concurrently therewith. However, the Office has not received the statement and any attached form PTO-1449.

Drawings

6. The drawings filed October 23, 2003 are accepted by the examiner.

Claim Objection

7. Claims 24, 25 and 26 are objected to because of the following minor informalities: the preamble of these claims should read – The system of claim 23 – instead of “The system of claim 22.”

Claim 25: Claim 25 recites the limitation “the ... advertisement content.” This limitation lacks proper antecedent basis.

Claim 26: Claim 26 recites the limitation “the VOD server.” This limitation lacks proper antecedent basis.

Claim Rejections – 35 USC § 102

8. The following is a quotation of the appropriate paragraphs of 35 U.S.C. § 102 that form the basis for the rejection under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in

- (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent, or
- (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for the purposes of this subsection of an application filed in the United States and was published under Article 21(2) of such treaty in the English language

9. Claims 1-27 are rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent Application Publication No. 2003/0226142 by Rand.

Claims 1, 12, 23 and 27

Rand discloses *a method and a system* (see at least FIG. 1) *for inserting advertising into a video program comprising:*

providing a still image from the video program when the video program has been paused (see at least [0010-0012], [0028-0032]);

combining an advertisement image with the still image thereby forming the combined image (see at least [0010-0012], [0028-0032]); and

providing the combined image (see at least [0010-0012], [0028-0032]).

Claims 2 and 13

The rejections of base claims 1 and 12 are incorporated respectively. Rand further discloses *waiting a first configurable amount of time after the video program has been paused to provide the combined image* (see at least [0017-0019], [0021]; it is noted that although the insertion is an interactive process the first configurable amount of time could be a predetermined length of advertisement by the content provider at a given location of the video stream; by providing such a predetermined amount of time for the insertion of ads, the video broadcast can proceed as close to real-time as possible).

Claims 3 and 14

The rejections of base claims 1 and 12 are incorporated respectively. Rand further discloses *wherein the video program includes audio* (see at least [0010], [0028]).

Claims 4 and 15

The rejections of base claims 1 and 12 are incorporated respectively. Rand further discloses:

performing a trick function on the video program (see at least [0030-0032]; e.g., the claimed “trick function” would be to halt delivery of content F1131);

presenting a new still image from the video program after the trick function has been performed (see at least [0030-0032]; the claimed “new still image” could be any sequence of video from one frame to a video portion such as one of the different endings of a movies);

waiting an additional configurable amount of time after the trick function has been performed (see at least [0030-0032]; the claimed “additional configurable amount of time” would be the length of the video portion added to the stream); *and*

presenting the combined image after the additional configurable amount of time has passed (see at least [0030-0032]; the claimed “combined image” would be the movie with the ending chosen by the user).

Claims 5 and 16

The rejections of base claims 1 and 12 are incorporated respectively. Rand further discloses *wherein the still image comprises an image from the video program and an additional image* (see at least [0019]; e.g., the claimed “additional image” would be the passive item with a hot button by which a user can request more information; the added hot button is added to the regular broadcast video).

Claims 6 and 17

The rejections of base claims 1 and 12 are incorporated respectively. Rand further discloses *wherein the video program continues to play* (see at least [0018]; e.g., streaming of the movies).

Claims 7 and 18

The rejections of base claims 1 and 12 are incorporated respectively. Rand further discloses *the additional step of ceasing to provide the combined image* (see at least [0018-0019], [0029-0032]).

Claims 8 and 19

The rejections of base claims 1, 12 and intervening claims 7, 18 are incorporated respectively. Rand further discloses *wherein said ceasing is performed after a second configurable amount of time* (see at least [0018-0019], [0029-0032]).

Claims 9 and 20

The rejections of base claims 1, 12 and intervening claims 7, 18 are incorporated respectively. Rand further discloses *wherein the advertisement image is an advertisement video program and the advertisement video program finishes, before the said ceasing* (see at least [0018-0019], [0029-0032]).

Claims 10 and 21

The rejections of base claims 1 and 12 are incorporated respectively. Rand further discloses *wherein a series of advertisement images are provided* (see at least [0012], [0018]).

Claims 11 and 22

The rejections of base claims 1 and 12 are incorporated respectively. Rand further discloses *recording billing information after an advertisement image is provided* (see at least [0022-0027]).

Claim 24

The rejection of base claim 23 is incorporated. Rand further discloses *wherein the stream server comprises: the combiner; VOD content; and advertisement content which provides the combiner with the advertisement image* (see at least FIG. 1).

Claim 25

The rejection of base claim 23 is incorporated. Rand further discloses *wherein the client device comprises: the combiner and advertisement content that provides the combiner with the advertisement image* (see at least FIG. 1 and [0030]; the claimed “combiner” is being

equated with Manager 120; the claimed “client device” with STB 110 and the claimed “advertisement content” with content F2132).

Claim 26

The rejection of base claim 23 is incorporated. Rand further discloses *wherein the client device comprises a combiner and the VOD server provides the advertisement image to the combiner* (see at least FIG. 1; the claimed “client device” is being equated with STB 110 which is being shown to include Switch 100, Manager 120, and Monitors 111; the claimed “combiner” is being equated with Manager 120; and the claimed VOD server is being equated with Advertisers 170).

Conclusion

10. The prior art made of record and not relied upon is considered pertinent to Applicant's disclosure.
11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Hoang-Vu “Antony” Nguyen-Ba whose telephone number is (571) 272-3701. The examiner can normally be reached on Tuesday-Friday from 7:00 am to 5:30 pm.

If attempts to reach the examiner are unsuccessful, the examiner's supervisor, John Miller can be reached at (571) 272-7353.

The fax phone number for the organization where this application or proceeding is assigned is (571) 273-8300.

Any inquiry of a general nature or relating to the status of this application should be directed to the TC 2600 Group receptionist (571) 272-2600.

Information regarding the status of an application may be obtained from

the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at (866) 217-9197 (toll-free).



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